

**REMARKS**

This paper is submitted in response to the Office action mailed June 29, 2007.

The constructive election of prior claims 67-69 is noted. Applicant will submit these claims in a division application.

Turning to the art rejections, claims 1, 7, 9-10, 13-14, 16-18, 45-46, 48-50, and 58 were rejected once again under 35 USC 102(e) as anticipated by Merriman et al., U.S. Published Patent Application No. 2002/0099600.

The undersigned respectfully disagrees with the Examiner's Response to Arguments as set forth on page 30 of the Office action. In particular, and as previously argued, the Merriman et al "context information" simply concerns the circumstances that surround the delivery of the advertisement and not some inherent characteristic that is inseparable from the advertisement. Nevertheless, to advance this prosecution to a close, each of independent claims 1 and 58 have been amended to describe the "multiattribute structure" in more detail. Support for these claim amendments is found in the first three bullet points (lines 14-24) of page 21 of the written description (specifically, the sections titled "*Multiattribute structures*," "*Assignment of banners to multiattribute structures*" and "*Assignment of attribute values to banners*"). The prior art of record does not disclose or suggest any such characteristics.

New claims 70-71 are dependent from independent claims 1 and 58 respectfully and require the further limitation of "reducing the multiattribute system to a standard form." The limitations set forth in these claims are found in four bullet paragraphs bridging pages 21-22 of the written description. Once again, the prior art does not disclose or suggest any such features or characteristics.

For the reasons, all claims are now deemed to be in condition for allowance over Merriman et al., taken either by itself or in any combination of the other cited references.

Accordingly, a Notice of Allowance is requested.

Respectfully submitted,

/David H. Judson/

By \_\_\_\_\_  
David H. Judson, Reg. No. 30,467  
Attorney for Applicants